We Will Give $1000 REWARD **$1,000 in Gold**

to the person who can show a better grade of copper than used in "Electra" Lightning Conductors; we will give the same amount to any person who can produce a lightning conductor testing higher in conductivity than the "Electra;" we will give the same amount to any person who can produce a lightning conductor affording more lightning protection than the "Electra"

"ELECTRA" LIGHTNING ROD COMPANY
INCORPORATED
CHICAGO, ILL. CRESCO, IOWA

ELECTRICALLY EFFICIENT · LONG LIVED · EASILY ERECTED · CHOICE COPPER · TRIED TESTED · RELIABLE REPUTABLE · APPROVED ACCEPTED

SUPREME LIGHTNING PROTECTION

"Electra" Lightning Rod Company

Manufacturers

CHICAGO, ILL. CRESCO, IOWA

"ELECTRA"

LIGHTNING ROD CO.

CHICAGO, ILL. CRESCO, IOWA.

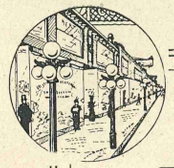
PROTECTED BY
"ELECTRA" LIGHTNING RODS
PERMANENT SAFETY

NOT PROTECTED BY
"ELECTRA" LIGHTNING RODS
A LIFE TIME SAVINGS
GONE FOREVER

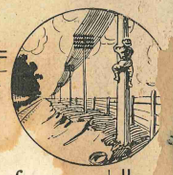
ELECTRA THE GODDESS OF ELECTRICITY

"ELECTRA" SUPREME LIGHTNING PROTECTION

SOLD AND ERECTED BY



Electric Light



Telephone and Telegraph

LIGHTNING strikes and destroys thousands of buildings every year and kills hundreds of people and millions of dollars' worth of live stock. The National Board of Fire Underwriters report 51% of all fires in rural territory are caused by lightning.

Good lightning rods afford absolute protection against lightning. Not only do they safeguard the building struck, but actually prevent strokes.

Proof of this is furnished by the fact that the better insurance companies quote lower rates on rodded buildings—that the United States Government employs the use of rods on its governmental buildings—that the Ontario Agricultural College in tests made over a period of thirteen years has conclusively proved that this claim for lightning rods is correct.

Important Government Buildings equipped with Lightning Rods:

Washington Monument, Washington, D. C.
United States Capitol, Washington, D. C.
White House, Washington, D. C.

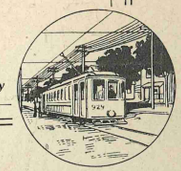
The "Electra" Lightning Rod is made of pure copper testing over 99% pure in continuous lengths and free from joints. It is uniformly laid and extra large in size and positively contains no spots with missing wires. Every foot has the exact number of represented wires. We invite the property owner to count them during installation.

All "Electra" Fixtures and Ornaments are durable as well as ornamental.

The work of erection is done by experts, whom we thoroughly instruct, and positively guarantee every system installed by them.

The "Electra" System of Lightning Protection meets the most exacting requirements and affords the fullest possible protection. We offer it for your careful consideration.

Lightning Rod



Electric Railway

The United States Government Believes in Lightning Rods

Largest single order ever placed for Lightning Protection awarded to the

"Electra" Lightning Rod Company

CHICAGO, ILLINOIS CRESCO, IOWA

at United States Proving Grounds, Savanna (Proving Grounds), Illinois

This job consisted of 78 magazines and required approximately

6 miles of "Electra" Copper Lightning Conductor
1040 "Electra" Supplementary Points
156 "Electra" Gable End Points
234 "Electra" Cupola Points
252 "Electra" Copper Grounds inserted into **permanent moisture**

All material made to rigid U. S. Government specifications. One of the most essential requirements of these specifications for this important work was that the Copper Cable Conductor be in continuous lengths and free from joints and missing wires.

Because you buy lightning rods only for the protection they afford and because with less than full protection they would be dear at any price, you cannot risk experimenting with cheap inferior rods. The "Electra" has been selected by the United States Government for protecting High Explosive Powder Magazines. This severe test placed on the "Electra" is evidence of its ability to give every protection from one of Nature's most destructive forces. Choose the "Electra" and your protection will be certain. Take no substitute. Refuse the "just-as-good."

Better be sure of this

than risk this

IT MIGHT HAVE BEEN YOUR HOME

Why run the awful risk? Why tempt fate? You face the same great danger your neighbor faced. You, instead of your neighbor, might have been the victim. This force that dealt your neighbor death and destruction might have turned its fury upon you. Lives of those near and dear to you might have been taken—your property destroyed—your livestock killed.

Why not protect yourself—your family and your property? You owe it to yourself to do this. Plan now to equip your buildings with the "Electra." Take advantage of the safe, sure protection this good system absolutely affords. Do this today.

1918 Lightning Losses
$9,509,499

1917 Lightning Losses
$9,055,304

1916 Lightning Losses
$8,092,622

The National Board of Fire Underwriters in their publication of January, 1920, entitled "Safeguarding America Against Fire," state:

"LIGHTNING: Authorities consider that damage from lightning is at least 90 per cent preventable by the proper installation of rods, yet in 1918 the loss was greater than in 1917 by $454,195, and the 1917 total was $962,682 larger than that of 1916. Illinois, with $859,640, displayed the greatest loss in 1918, and Oklahoma, which stood first in 1917 with $1,117,-398, stepped to third place with $770,440 in 1918. This gave the second position to New York, which had a loss of $783,170."

READ WHAT MUTUAL INSURANCE COMPANIES SAY:

"In the last 14 years this Company has not had a dollar's worth of loss on rodded buildings by lightning."

E. M. LINNABARY, Secretary,
Delaware Co. Farm Mut. F. I. Co., Sunbury, Ohio.

"We never had a loss on rodded buildings. Our losses are mostly on live stock in the summer months by lightning."

C. M. SCARRETT, Secretary,
Ettrick Scandinavian Mut. Ins. Co., Ettrick, Wis.

"We have never had a rodded building struck. Our losses on buildings by lightning have been about $14,000.00."

WM. B. McFARLAND, Secretary,
Grant Township Mut. F. & L. Ins. Co., Hoopeston, Ill.

"We do not insure unrodded risks, and we have not had a loss on a rodded risk from lightning."

H. M. YOUNG, Secretary,
State Mutual Fire Ins. Co., Ltd., Lansing, Mich.

"Have not as yet had a single loss by lightning where buildings were rodded. Approximately 60% of the buildings in our county are rodded."

GERMAN FIRE INS. CO.,
Lanesville, Ind.

"The total insurance carried by our Company is over $3,000,000.00, and we have never had a loss where buildings were rodded."

B. E. SKINNER, Secretary,
Newark Mutual Fire Ins. Co., Beloit, Wis.

"No losses known to me on rodded buildings in the 12 years I have been secretary for our Company."

J. C. PETERSON, Secretary,
Nysted Farmers' Mut. Ins. Co., Dannebrog, Nebr.

"We have had something like 50 buildings damaged by lightning (some totally destroyed) in the last 20 years since I am secretary, but I do not know of any of these being rodded."

CHAS. KOPP, Secretary,
German Mutual Fire Ins. Ass'n, Sperry, Iowa.

"No rodded building has ever been lost or damaged by lightning during the life of this Company."

WILMINGTON TOWNSHIP MUT. FIRE INS. CO.,
Spring Grove, Minn.

PROPERTY DAMAGE BY LIGHTNING DURING 1918 AND 1917

State	1918	1917	State	1918	1917
Alabama	$ 71,963	$ 29,301	Nebraska	$ 266,107	$ 285,737
Arizona	18,557	14,320	Nevada	59	8,183
Arkansas	48,418	84,589	New Hamp'	98,281	116,903
California	34,604	8,789	New Jersey	682,785	245,197
Colorado	73,523	98,763	New Mexico	16,058	5,227
Connecticut	79,537	95,296	New York	783,170	574,190
Delaware	13,411	7,752	N. Carolina	29,272	34,771
Dist. of Col.	1,683	4,209	N. Dakota	85,283	78,592
Florida	7,631	166,930	Ohio	509,894	569,573
Georgia	75,441	84,342	Oklahoma	770,440	1,117,398
Idaho	22,996	2,664	Oregon	8,480	
Illinois	859,640	822,895	Pennsylvania	454,580	398,089
Indiana	593,439	384,589	Rhode Island	12,412	51,134
Iowa	573,581	417,898	S. Carolina	22,035	49,421
Kansas	392,949	284,293	S. Dakota	145,725	120,112
Kentucky	214,016	288,199	Tennessee	174,671	141,792
Louisiana	65,660	334,586	Texas	385,968	335,107
Maine	93,474	124,976	Utah	3,253	5,851
Maryland	114,119	128,789	Vermont	36,004	64,928
Massachusetts	286,571	301,174	Virginia	123,505	66,160
Michigan	379,679	203,648	Washington	10,492	442
Minnesota	179,101	137,178	W. Virginia	159,133	70,292
Mississippi	14,357	58,572	Wisconsin	164,535	229,734
Missouri	285,387	388,203	Wyoming	4,589	8,660
Montana	63,031	5,856	Total	$9,509,499	$9,055,304

CAUSES OF 38,266 FARM FIRES

"Lightning" the Chief Cause—69% of 1918 Farm Fire Loss Preventable

An interesting tabulation of the causes of 38,266 farm fires which occurred in 1918 and which caused a property loss of $18,166,701 has been issued by the National Board of Fire Underwriters. The tabulation is by States. According to figures reported to the Board through its actuarial department the amount of loss attributable to each cause in the entire country is as follows:

Strictly Preventable Causes

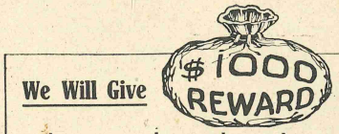
Defective chimneys and flues	$ 1,962,031
Fireworks, firecrackers	10,820
Gas, natural and artificial	50,174
Hot ashes and coals, open fires	179,568
Ignition of hot ashes, oil, tar, wax, asphalt, etc.	15,500
Matches—smoking	1,071,987
Open lights	88,531
Petroleum and its products	732,007
Rubbish and litter	18,940
Sparks on roofs	1,181,171
Steam and hot water pipes	703
Stoves, furnaces, boilers and their pipes	674,968
Electricity	239,063

Partly Preventable Causes

Explosions	37,849
Exposure (including conflagrations)	1,111,381
Sparks from machinery	117,701
Incendiarism	107,837
LIGHTNING	3,933,950
Miscellaneous known causes	210,073
Sparks from combustion	251,934
Spontaneous combustion	715,151
Unknown causes (probably largely preventable)	5,455,302
Total	$18,168,701

"Lightning has long been suspected of being the chief cause of fires upon the farm, and the analysis of 38,266 farm fires during 1918 proves the suspicion to be well founded. This is the first time that such an extensive investigation of rural fires has ever been undertaken and its conclusions are proportionately valuable.

"Among these conclusions stand out two facts: First, that 19,820 fires, or 51 per cent of all those covered by the investigation were due to lightning, and exactly 100 per cent occurred in unrodded buildings. In other words, none of those farmers who had taken the precaution of installing proper lightning-rod protection, so far as the figures show, suffered losses from this greatest of all causes of farm fires in 1918."—United States Insurance Review.



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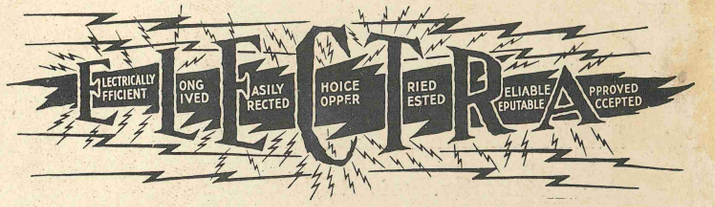

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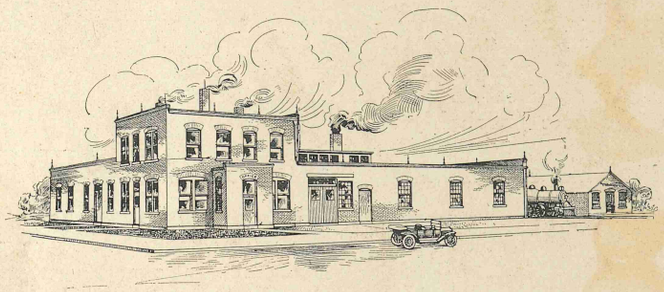

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